

Media & Persuasion: Notice the Design

Recognise common persuasive techniques, sponsored content and design patterns that try to influence choices.

LEARN • PRACTISE • CREATE • REFLECT

Original BrightPencil Kids resource - adult-led where appropriate

A4 edition • 12 purposeful pages • review copy

Print. Learn. Grow.

Grown-up guide

Learning objective

Recognise common persuasive techniques, sponsored content and design patterns that try to influence choices.

Use this pack well

- Model the first example aloud, then let the learner try.
- Ask “How do you know?” more often than “Are you finished?”.
- Use real objects, talk, movement or observation when the activity suggests it.
- Stop or shorten the session if attention or enjoyment drops.
- Open-ended pages can have many successful answers.

Quality note

This resource was written originally for BrightPencil Kids. Curriculum sources informed scope and progression only; no third-party worksheet or story text is reproduced.

Learn the idea

1 Advertising has a persuasive purpose.

2 Claims, opinions and emotional design should be distinguished from evidence.

3 Ads must not be confused with learning controls or download buttons.

Talk about it

Explain one idea in your own words. Give an example from real life, a drawing or an object if that helps.

Identify urgency, popularity and “best ever” claims in fictional ads.

Find the sponsored label in a mock layout.

Separate product fact from opinion.

Explain why a bright button is not evidence.

Redesign a mock page so the ad is clearly separate from the download action.

Try it beyond the page

Real-world / hands-on connection

With an adult, inspect one age-appropriate advert and name the technique without clicking/buying.

Before you finish

What did you notice?

What evidence, object or example helped you?

What would you change if you tried again?

Create something

Your project

Create a fictional advert, then annotate every persuasive technique and add a clear “Advertisement” label.

Use this space for planning, drawing, mapping, designing or notes.

CHALLENGE

Think deeper

1. What evidence shows progress or a thoughtful decision?

2. Who can support this skill when needed?

3. What is one specific next step?

Quick review

1. In one sentence, explain the big idea of “Media & Persuasion: Notice the Design”.

2. Draw or write one example that shows you understand.

3. Choose one activity from this pack and explain the strategy you used.

4. Write one question you still have.

Answer & discussion notes

Use these as guidance, not scripts. Open questions can have different successful responses when the reasoning is sensible and evidence-based.

1. Suggested response

Use a concrete example rather than a ranking.

2. Suggested response

A trusted adult/teacher/caregiver or appropriate professional.

3. Suggested response

The next step should be observable and achievable.

Review before publication

Check age fit, factual accuracy, clarity, accessibility, rights provenance and whether the activity works in practice. This file remains a review copy until those checks are signed off.

FINISH

My learning reflection

I finished this BrightPencil learning pack.

One thing I understand better now:

A strategy that helped me:

Something I created or noticed:

My next small question or goal:

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